



Student Entrepreneurs Programme & Student Entrepreneurs Awards





STUDENT ENTREPRENEURS PROGRAMME

The Spirit of Enterprise (SOE) - Student Entrepreneur Programme (SEP) provides the fundamentals of starting an enterprise, practical operational and financial management skills, hands-on experience, networking sessions with local entrepreneurs and professionals as well as outreaches to the community.

In 2005, SOE launched its inaugural Student-Entrepreneur Programme by providing seed funding and mentorship to 10 schools. We have continued our efforts in promoting entrepreneurship among our younger generation over the last 8 years.

In line with the government's initiative to encourage entrepreneurship among the youth and in schools, SOE is revamping and launching our **Student Entrepreneur Programme (SEP)**. The new SOE-SEP is not just about demonstrating an understanding of the elements of business, but more importantly it is about **cultivating passion, resilient spirit, innovative and true leadership** among the younger generation.



SOE STUDENT ENTREPRENEURS PROGRAMME

The Spirit of Enterprise - **Student Entrepreneur Programme (SOE -SEP)** provides a platform for schools and students to learn about Entrepreneurship through our

- (1) comprehensive Student Entrepreneurship programme,**
- (2) network with our SOE honourees and**
- (3) participated in our annual Student Entrepreneur Awards (SOE-SEA).**

(1) **STUDENT ENTREPRENEURSHIP WORKSHOP**
Student Entrepreneurship Workshop teaches students about the world of business and enterprise. They discover what it takes to start and operate a business successfully. The hands-on approach in our workshop is designed to make entrepreneurship come alive, as it provides an application of the subjects they learned in school, such as maths, science, economics, language arts, social studies and etc.

Learning outcomes:

- The creation of an entrepreneurial mindset where the student, creatively seeks opportunities, solves problems, and pursues ideas.
- The ability to identify resources and tools as well as build and manage teams of people with complementary skills to help them translate opportunities into sustainable solutions.
- The ability to write a business plan to guide the development of sustainable solutions and the competence to execute such a plan.

(I) STUDENT ENTREPRENEURS WORKSHOP TRAINING PROGRAMME OUTLINE (6 LESSONS)



1. Introduction To Entrepreneurship

There's a lot to think about when you start your own business. Not only do you need an idea for a business or company, you need managerial strategies, an operational plan, an understanding of cash flow and revenue and expense reports, and much more. In this module, the students will understand :-

- What is entrepreneurship?
 - The Mindset of Entrepreneurs
 - Exploring Business Opportunities
 - Operating a business in Singapore
 - Some of the Local Success Stories
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2. Thinking Outside the Box

We are constantly changing the ideas, which we hold about the world around us. Thinking Outside The Box does not have to be about developing something new to the world, it is more to do with developing something new to us. When we change ourselves, the world changes with us. Thinking Outside the box can be demonstrated by :-

- Inventing something which has never existed before
 - Invent a process of doing something
 - Reapply an existing process into a new situation
 - Develop a new way of looking at something.
 - Change the way someone else looks at something
 - Process Thinking
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3. Marketing and Presentation

Marketing is the foundation of a good business. It is the anticipation and fulfilment of customers' needs taking account of an organisation's core competencies. As customers become more demanding, their needs change, new technologies emerge and competition increases, many organisations find that they need to build or enhance their own marketing capability. In this session, students will learn to develop their own robust marketing plans.

- How to develop a successful marketing and sales plan
- What sales tools you need, and how to create them
- Sales techniques for cold calling and closing sales!
- Have confidence to use some marketing tools and techniques
- Make a skeleton marketing plan for your organisation or unit





4. Advertising and Branding

But nowadays, as customers lean toward tried-and-true products, building buzz for a brand-new business takes real smarts, creativity and persistence.

What is a brand? It's the promise you make to customers. It's the emotional connections that create feelings of loyalty to a product or a company," It's how you distinguish yourself from competition and capture mind and market share.

- What are the benefits of establishing a brand?
 - How should a organization establish their brand?
 - Develop an advertising media
 - Different advertising media
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5. Writing Out A Business Plan and Presentation

The Business Plan development process is creative in that it provides the students a great deal of latitude in selecting a business concept and requires them to make personal decisions regarding how they want the business to operate. In this module, the student will

- Discuss the purpose and benefits of planning
 - Introduce elements of the Business Plan the students will develop
 - Review Sample Business Plan to provide an overview of what students will be doing
 - Introduce the concept of structure and discipline as essential elements of creativity
 - Each student selects a business concept they feel is needed, interesting, and possible to do
 - Begin writing the Business Plan by modeling the Sample Business Plan format
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6. Financial Planning



The Cash Flow Analysis is the most important part of a Business Plan because it integrates virtually every fundamental business action that the owner will need to accomplish. From a management prospective, the Cash Flow Analysis establishes monthly sales goals and correlates the staff and material resources required to achieve those sales. The Cash Flow Analysis also projects when the business will collect cash and spend cash and thus, establishes a realistic need for investments and/or loans. This clearly demonstrates the importance of achieving projected sales goals while working within the projected expense budget.

- Budgeting
- Reading Financial Statement
- Financial Assistance Scheme



(II) NETWORK WITH OUR SOE HONOUREES

The Network with SOE honourees session provides an opportunity for entrepreneurial young people to meet with a successful entrepreneur and to learn from his / her experience and advice.

This session is specially organised for the school participating in our SOE-SEP programme.

Some of the SOE honourees speakers include: Mrs Liew-tjendri Anastasia, Founder of Bangawan Solo; Mr Brian Lim, Founder of MillionaireAsia; Mr Dennis Wee, Founder of Dennis Wee Realty; Mr Ivan Lee, Founder of Thai Express; Mr Felix Yeo, Founder of Skateline Pte Ltd.





STUDENT ENTREPRENEURS AWARDS



(III) STUDENT ENTREPRENEURS AWARDS

The **SOE Student Entrepreneur Awards (SOE-SEA)**, is the premier awards competition for students who participated in **SOE-SEP** Programme and have successfully setup a business venture to sell their products.

The **SOE Student Entrepreneur Awards** allows student entrepreneurs to tap into the collective knowledge and experience of SOE Honourees, gaining access to wide networks and to a community that understands passion, struggle, drive and success.

Objectives

- To give students practical, real life experience of setting up and running their own business
- To encourage students to think about entrepreneurship and self-employment as a viable career choice
- To enhance the teaching of business and entrepreneurship in schools by combining class room learning with real life experience

The Student Entrepreneur Awards is opened to participants from SOE-SEP programme from Primary 4 to Secondary 3 students, aged 10 to 15 years old. It is a platform to allow students to execute business plans to earn their profits and enjoy the experience of running an enterprise. Each participating teams will be mentored by an SOE Honouree.

